

Adaptive Media Player

Simplify your media player deployment with a dedicated team of experts

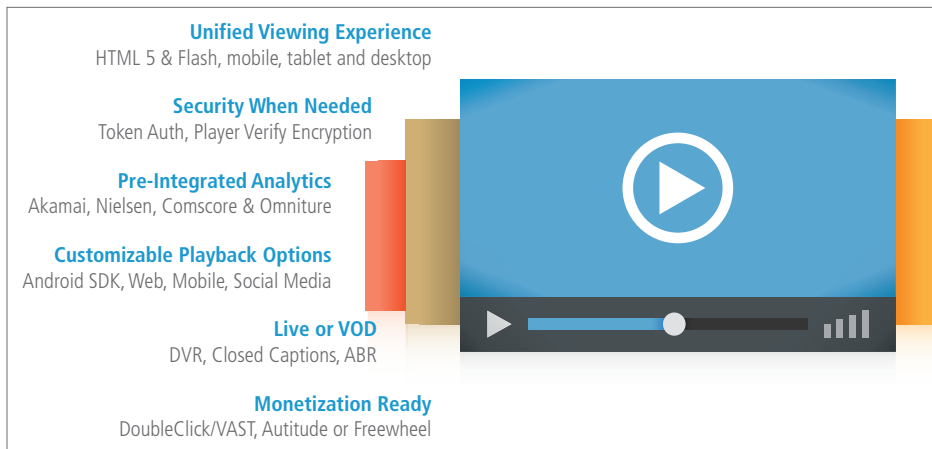


In today's increasingly mobile world, ensuring that media is delivered at the highest quality is more difficult than ever. There are a number of ways to ensure a high quality experience is delivered, but an effective media player implementation is one of the most important. To date, a media player deployment has been an uphill and arduous process. The number of variables is daunting, not to mention the technical acumen required. The stakes get higher when leveraging adaptive bitrate streaming, because of the essential role a media player represents in this streaming method.

The Akamai Adaptive Media Player (AMP) was designed from the ground up to alleviate the complexity of a media player implementation and provide a high quality streaming experience regardless of the use case or user device.

The Media Player from the Online Content Experts

AMP provides an excellent foundation for a truly high quality media playback experience optimized for multiple device viewing. Leveraging AMP enables a simplified media player approach for content providers, while enabling an improved video quality experience. AMP also makes it easier and faster to deploy advanced video delivery and quality techniques - such as adaptive bitrate streaming technology and HTTP protocols.



BENEFITS TO YOUR BUSINESS

- **Retain control** with a flexible media player optimized for adaptive streaming technologies means a higher quality viewing experience for viewers
- **Fully leverages** the Sola Media workflow products which saves time and money while decreasing time to market
- **Leverage a team of media experts** to ensure your media player deployment goes smoothly
- **Re-focus internal resources** on mission critical applications, not tinkering with the latest release of an out-of-the-box media player

AMP acts as a logical extension of the Akamai Media Delivery Solutions workflow. Which means it takes full advantage of the high quality output of VOD Transcoding, the dynamic adaptation of Stream Packaging and scalability of Akamai Media delivery. A crucial element in any media business is reviewing the analytics to help you make the right business decisions, so Akamai made sure that AMP comes fully packed with the plug-ins required for Sola Analytics. AMP also comes standard with the plug-ins required for Akamai's security offerings such as Player Verification, Token Authorization and Media Encryption. AMP enables you to:

- Deploy a responsive media player that reacts to both the device and layout to ensure a quality viewing experience
- Enforce content protection through Token Authentication, Player Verification or Media Encryption
- Support monetization via advertising with DoubleClick/VAST, Auditude or Freewheel, for pre-rolls, mid-rolls, companions or overlays
- Instant integration for Akamai Media Analytics, Omniture, Comscore and Nielsen

The Advanced Media Development Team

Over the years Akamai has had the opportunity to see first hand how intricate and demanding a media player implementation can be. As a result, Akamai created the Advanced Media Development team. A team of media player experts whose express goal is to ensure every single Adaptive Media Player implementation goes smoothly. Comprised primarily of innovative engineers and developers this team acts as your first line of defense when tackling the complex challenges that come along with an intelligent media player implementation. And the best part? This group of experts comes with every implementation of media player. Some of the largest media companies in the world trust Akamai to deliver their media player. Suffice it to say, these guys are good.

Adaptive Media Delivery

AMP and Adaptive Bitrate Streaming

To achieve the highest streaming quality more and more companies are leveraging adaptive streaming technologies, which by design lean heavily on the intelligence designed into the media player. When leveraging adaptive bitrate streaming the media player is entrusted to make the decision on which rendition and bitrate to select. As you would expect this directly affects the viewer's playback experience. If the media player chooses a bitrate that is too high, playback is delayed, and rebuffering/pauses will occur: if too low, the viewer's experience is sub-optimal and potentially below expectations. Simply trusting that a standard out-of-the-box player will always make the right decision can be a mistake. AMP leverages over 15 years of streaming experience to ensure the right decision is made.

AMP & AMP Premier

In order to accommodate the varying resources and requirements of a media player AMP is offered in two primary offerings – AMP and AMP Premier. Each of these offerings can be leveraged for a web-based player or a device-based player. The feature sets are listed here.

Features

	Web - Standard	Web - Premier	Devices - Standard	Devices - Premier	Devices SDK
Platform	HTML5 & Flash	HTML5 & Flash	iOS, Android native	iOS, Android native	Android native
On Demand and Live	✓	✓	✓	✓	✓
Adaptive Bitrate & Akamai DVR	✓	✓	✓	✓	✓
Stream Packaging & VOD Transcoding	✓	✓	✓	✓	✓
Media Analytics	✓	✓	✓	✓	✓
Content Protection compatible (SecureHD)	✓	✓	✓	✓	✓
HLS Enhancement for Android	N/A	N/A	✓	✓	✓
Closed Captions (several formats incl SEI for Android)	✓	✓	✓	✓	✓
Simple configuration, simple API, Responsive	✓	✓	✓	✓	N/A
Universal content feed - works with any CMS	✓	✓	✓	✓	N/A
Social playback (Facebook, Twitter)	✓	✓	N/A	N/A	N/A
User interface	✓	✓	✓	✓	
Advertising Integration (DFP, VAST, Freewheel)		✓		✓	
Authentication Support (Akamai Identity Svcs)		✓		✓	
Third Party Analytics		✓		✓	
Parameterized configuration for business reqmts		✓		✓	



Akamai® is a leading provider of cloud services for delivering, optimizing and securing online content and business applications. At the core of the company's solutions is the Akamai Intelligent Platform™ providing extensive reach, coupled with unmatched reliability, security, visibility and expertise. Akamai removes the complexities of connecting the increasingly mobile world, supporting 24/7 consumer demand, and enabling enterprises to securely leverage the cloud. To learn more about how Akamai is accelerating the pace of innovation in a hyperconnected world, please visit www.akamai.com or blogs.akamai.com, and follow @Akamai on Twitter.

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